A Study on Recruitment & Selection Process

of

# **Paragon Group**

by

Tarannum Ahmed ID: 181-14-798

An Internship Report Presented in Partial Fulfillment of the Requirements for the Degree Masters of Business Administration



Daffodil International University

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Has been approved

May, 2023

#### MOHAMMAD ABDUR RAHMAN

Associate Professor

Faculty of Business & Entrepreneurship (FBE)

Daffodil International University

#### May, 2023

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#### Approval of the Supervisor

This is to certify that Ms. Tarannum Ahmed (ID: 181-14-798) is a student of Daffodil International University. She has prepared her internship report under my supervision which is a basic requirement of Masters of Business Administration. She is active, sincere, dutiful and amiable.

I wish her success at every step of her life.

MOHAMMAD ABDUR RAHMAN Associate Professor Faculty of Business & Entrepreneurship (FBE) Daffodil International University.

#### Letter of Transmittal

20<sup>th</sup> May, 2023 To MOHAMMAD ABDUR RAHMAN Associate Professor Faculty of Business & Entrepreneurship (FBE) Daffodil International University.

#### Subject: Submission of Internship Report.

Dear Sir,

This is my pleasure to submit my term report entitled "A Study on Recruitment & Selection Process of Paragon Group".

This report gave me a great opportunity to have a genuine experience to the working environment and activity of the Agro Based sector through Paragon Group at 5 Mohakhali C/A Dhaka, Dhaka, 1212, Bangladesh. I have acquired a good knowledge on its HR & Admin Department of People & Organization Division.

In the report, I tried to mention briefly about Recruitment & Selection Process of Paragon Group.

With your intelligent and kind supervision I believed that the knowledge and experience that I gathered during internship period would help me in future. I always be available for any clarification that you may require.

Al

Tarannum Ahmed ID: 181-14-798 Daffodil International University

#### Acknowledgement

All praises are due to Almighty Allah who enabled me to complete this report. This report entitled "*A Report on Recruitment & Selection Process of Paragon Group*".

First of all, I would like to express my gratefulness to my respected supervisor MOHAMMAD ABDUR RAHMAN (Associate Professor) Faculty of Business & Entrepreneurship (FBE), Daffodil International University for this support in every area of this research.

Particularly I wish to acknowledge gratefully to Mr. M.M. Ferdouse (General Manager-Pupil & Organization), Mr. Mohammad Tuhirul Islam (Deputy General Manager-HR & Admin), Mrs. Husne Jahan Arzu (Deputy Manager-HR & Admin), Subhas Kumer Das Shusanta (Sr. Officer-HR & Admin), who gave me special direction, information and advice about various Human Resource Systems & Procedures from time to time.

I am grateful to all concerned persons who provided valuable guidance, suggestions and advices in collecting information, analyzing and preparing the report. I am particularly indebted to them whose efforts and cordial cooperation made the report possible.

#### **Executive Summary**

Paragon Group is started their journey from 1952 by Mr. Mizanur Rahman with a family business initiative with establishing a modern printing and packaging company in Dhaka. Basically, it is an agro based company in Bangladesh which core objective is to fight against malnutrition through providing affordable protein. Now, I will have to detailing about the group in this report by which we can get the full scenario of this organization.

Basically, I have done this internship report where given the description about recruitment and selection process of Paragon Group. The important thing is that, here I have been described about the Talent Acquisition by which the organization can get the right employee in the right time for getting such desired vision.

The report has been described into five parts. These parts are as following: Introduction, Background of the study, Literature review, Finding and analysis, and Recommendation and conclusion. By these, I have been described about the primary knowledge of Recruitment and Selection Process, background of the organization, some research about Paragon Group and lastly, given some personal thought insights about the organization through which getting some essential feedback for developing the organization itself.

I have been preparing this internship report on the basis of my practical experience after having finished the internship. This will give me the assistance of doing this report. Through this report, I am trying to show the exact scenario of the organization regarding the process of recruitment and selection.

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# **1.0 Introduction**

#### **1.1 Introduction**

Basically, the internship report has been prepared for MBA program. The coreconcept of internship is to provide a primary corporate experience to the student and an opportunity to academic conception in our realistic life.

Basically, I described about therecruitment process that is a way to attract & find potential manpower to fill up the vacant post in any company. The process helps a company to hire candidates based on their ability to work & attitude which is essential for accomplishment of organizational goals.

The recruitment process is the most important function of HRM department. HR Manager is always using different strategy to reach the potential employees. By using this, they find out skilled employees to perform their job.

There are many types of recruitment methods through which an organization can select the right and choiceemployee for the organization. These are:

## **Direct Advertising**

This is the process by which a company can attract or choose the employee through advertising as social media, newspaper etc. It enhances the reputation of a company and create a strong branding value to employees.

## **Recommendations from other employees**

It is most of the common scenario of the present days for the organization. This recruitment method is quick, cost- effective. Through the process, the organization can choose employees by the help of internal existing employees.



# **Promotions**

Promotions are that type of tools the employees of an organization have been eagerly waited for. Its might be a dream for someone or employee. An employee can get the promotion if he or she does better according to corporation rules and policy. On the other hand, that employee also get higher remuneration than before for getting promotion. By providing promotion to employee, the corporation also get higher knowledgeable employee. Besides this, the company also get goodwill.

## **Online Recruitment**

Online uses the internet to advertise or post vacancies, provide information about jobs and the organization and enable e-mail communication to take place between employers and candidates.

## **Types of Recruitment: Internal vs. External**

### Internal

Finding new talent is not always about searching for someone new. Internal recruitment can remove hiring expenses and save time. If a company employ internal recruitment, candidates will already be adapted to the company's culture and work environment.Promotions create a motivated and loyal workforce.

## External

The benefits of external recruitment should also be taken into consideration. Sometimes, fresh talent can mean fresh prospective. Although there is more risk involved with bringing in new faces.



### 1.2 Background of the Study

In this report, I have given basic information about Paragon Group. One can understand the present scenario of this company by using this report. I am trying my best to find out the relevant or authentic data from the group for academic purpose. Here, I collect all the relevant primary and secondary data and these data is accurately revealed to all.

## **1.3 Scope of the Study**

This internship report gives a practical knowledge about different sorts of area of Paragon Group by which reader can get the actual information. This report will help both the management of the company and the stakeholder on a whole. Different agriculture-based company or clients can be motivated to consider the study conducted in this report.

## 1.4 Significant of the Study

Employees are the significant asset of a company. A good recruitment and selection process are crucial for attracting and hiring the right candidates for a job. So, we can say that, through the process the company can select the most qualified candidates and increase their revenue. That is the most important thing to select or choice the right employee.

## **1.5 Objectives of the Study**

- > To identify about recruitment and selection process of Paragon Group.
- > To analyze the recruitment and selection process of Paragon Group.
- > To evaluate the recruitment and selection process of Paragon Group.
- To find out the problems and related issues to recruitment and selection process of Paragon Group.



## 1.6 Limitation of the Study

Every work has some limitation. Anyway, with these limitations we have find out the solution of a problem. This report has also some limitations. These are:

- Some of the information are very much confidential. For that reason that information will not be revealed in this report.
- Journal, books, newspaper and others sort of information source (online or offline) are not available regarding this issue.
- > Time limitation is a big issue.
- > Employees are unwilling to reveal the information about the group.





# 2.0 Background of the Study

## 2.1 History of Paragon Group Ltd:

Paragon Group is one of the well-knownagriculturalbased companies in Bangladesh. Late Mr. Mizanur Rahman (father of Mr. Moshiur Rahman) founded "Udayan Press" in 1983. After that Mr. Moshiur Rahman entered to his family business and thenestablishedParagon Press Ltd. in 1989.

The group has been producingbroiler and layer parent chicks, commercial broiler and layer chicks, poultry, etc. Beside this, they are also working with such type of items as fish, shrimp feed, table eggs, tea, mushroom, rubber, organic fertilizer, Bio-electricity, PP woven bags, solar panels, LED lights and poultry care services.

Serial		Serial	
No.	Concern Name	No.	ConcernName
1	Paragon Press Ltd.	11	Chittagong Chicks Ltd.
2	Paragon Poultry Ltd.	12	Paragon Plast Fiber Ltd.
3	Aqua Breeders Ltd.	13	Rangpur Poultry Ltd.
4	Usha Poultry Ltd.	14	Moynamoti Hatchery Ltd.
5	Jessore Feed Ltd.	15	Fatehbagh Tea Company Ltd.
6	Chittagong Feed Ltd.	16	Shalbahan Farms Ltd.
7	Paragon Agro Ltd.	17	Paragon Feed Ltd.
8	Bay Chicks Ltd.	18	Parasol Energy Ltd. (Solar Plant)
9	Bay Grand Parents Ltd.	19	Sympa Solar Power Ltd.
	Denm Poultry Complex		
10	(Pvt.) Ltd.		

#### 2.2 Company History:

#### 2.3 Size of the Company

Manpower: 7,700 employees.

Head Office: 300 employees.

Project:65 Projects.



#### **2.4 Mission Statement**

Producing and offering diversified agricultural based products with a view to maintain an ecofriendly culture.

#### **2.5 Vision Statement**

Bringing innovation for a better life.

#### 2.6 Core Values

Core values are the main thing of an organization by which the demand can be fulfilled of consumers. The main point is that, core values are that values by which an organization can create an authentic image in front of the consumer. Beside this, the trust is must for the consumers or users through which the consumer can buy that product again and again or repeatedly. Core values depend on some criteria by which a company can survive all the time from the beginning to end. These are as follows:

#### > Improves Employee Engagement and Motivation

Employee engagement is the vital thing of any company by which it can raises productivity and performance. Paragon Group always try to give more priority to their employees to get the actual performance. And it is only possible for its motivation by which the employee of the group has been engaged properly to their work station.

#### Integrity and Ethics

Paragon Group is doing the right thing all the time in a fair manner. For that reason, the company can achieve the higher position of success through their integrity and ethics.

#### > Innovation

Paragon Group is very different in terms of innovation from others company. The development of innovation in Paragon Groupcan create the best products as well as services for the



consumer's loyalty. Innovation that is newly come to the world needed for an organization to cope up with any situation and it also create a positive impact for the group.

## > Respect

All the employees of Paragon Group respect each other in an unbiased manner from top to lower level.

## > Simplification

Simplification is the way by which we can be focused on the development and improvement of a company through reducing of working process or procedure. Now days, we can utilize the technology for convenience of the work.

## 2.7 Board of Directors

## Managing Director

Mr. Moshiur Rahman

## > Director

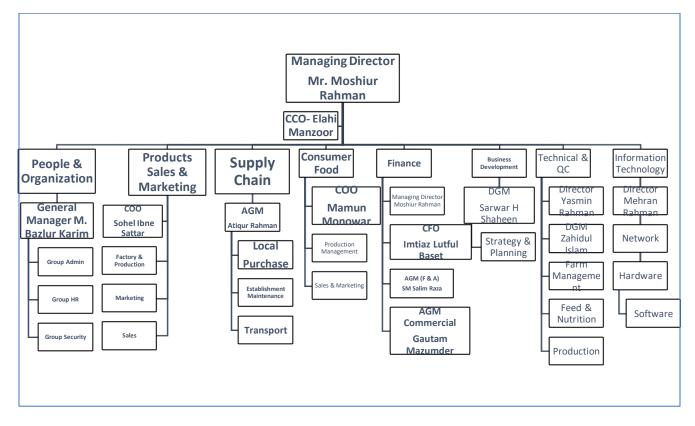
Mrs. Yasmin Rahman

#### > Director

Mr. Mehran Rahman



## 2.8 Organization Chart



#### 2.9 Products of Paragon Group

- > **Poultry Farming:** Hatchery, Broiler, Breeder, Layer.
- Processing and further processing plant: Whole chicken (with or without skin), Chicken breast boneless, Chicken drumstick, Chicken thigh, Chicken kima, Chicken wings are processing plant. On the other hand, Chicken nuggets, Chicken sausage, Shami kabab, Dal puri, Singara, different types of Momo etc. are further processing plant.
- > Plastic woven bag and FIBC: Poly bag, Multifilament, Woven bag, Export bag.
- Tea Estates & Horticulture: Tea BOP, Tea PD, Tea CD, Tea Dust, Exotic Tea, Tea Bag etc.
- **Bristo Café and Retail Shop:** Coffee and Food shop.
- **Feed Mills:** Poultry Feed, Fish Feed, Shrimp Feed, Cattle Feed, Duck Feed, Quail Feed.
- Consumer Food: Whole chicken (with or without skin), Chicken breast boneless, Chicken drumstick, Chicken thigh, Chicken kima, Chicken wings are processing plant. On the other



hand, Chicken nuggets, Chicken sausage, Shami kabab, Dal puri, Singara, different types of Momo etc. are further processing plant. Plain cake, Muffin Cake, Cup Cake, Different flavored cookies, Toast biscuits, Chanachur, Motor bhaja, Dal bhaja, Pastry cake, Sweets and different types of special cookies are the parts of Dry Foods.

Footwear Manufacturing: Kids (Sandals & running Shoes), Mans (Boots & sandals), Ladies (Boots & sandals).

## 2.10 Quality Policy

Paragon Group is always trying to provide a quality product for serving the best to the consumer. They also try to maintain product quality for the customer for achieving loyalty that is most powerful factors for an organization. Basically, loyalty is a great factor by which an organization get to the succeed point summit and achieve the profit maximization. The organization acquired ISO 9001 & 2008 certification for production and management system. This is a certification the consumer can follow very seriously. Without this policy, the organization cannot produce any product.

#### 2.11 Corporate Social Responsibility

It's a duty to all the organization for the wellbeing of society's people. Paragon developed a CSR Framework for needy meritorious students through HOPES (Helping Organization for Promising & Energetic Student). They also give oral & dental health support for rural school children.

#### Some other CSR activities of Paragon Group:

- Paragon Group has been arranging a dental camp in every 4 months that distribution brush and toothpaste and dental treatment too.
- > It can ensure the pure drinking water and sanitation system.
- > Arranging a monthly salary for some of teachers.
- > Chicken meat is being distributed to orphanage.



# **3.0 Literature Review**

#### 3.1 Human Resource Management

Human Resource Management (HRM) plays a major role in every organization. Basically, it's an act as a bridge between employer and employee. To retain the employees and to achieve the profit in the organization needs to be well developed and well-constructed human resource practices through which the organization can go for a long way.

In the present world, all the organization have been fight for survive with getting a better result. And this result would be fruitful, if all the employees have been working very concentrate and carefully. The final result is in the hands of these employees. So the selection and recruitment process should be more checked and be effectively. Through this, an organization can touch the summit of success.

The organization always prefer the best quality employees. Basically this process have been done by the Human Resource Team. On the other hand, the process is too much crucial. Sometimes, the HR decisions have been too much tough to cut off the employee's job according to management decision.

#### **3.2 Recruitment**

Recruitment is the process of finding and attracting qualified people to apply for job vacancies in the organization. The recruitment process is the entry point of collecting manpower of an organization for achieving overall strategic goals.

The principle objective of recruitment is to choose the right employee and through which the overall cost have been minimized and see the face of profitability. The organization attracts the most appropriate candidates through identifying, evaluating and using the most appropriate sources of applicants.



#### **3.3 Sources of Recruitment**

Basically there are two sorts of recruitment sources (Internal and External) through which the candidates have been selected. Employee turnover, employee satisfaction, employeewishes and the commitment are the main issues of the organization.

Basically, there are two types of sources of recruitment. These are given below:

#### **Internal Sources of recruitment**

Internal sources mean hiring people from within the organization to fill a position. An organization can hire internal candidate through job posting or rehiring former employees.

**Promotions:** Promotion is that term through which any employee get the upper level with a higher designation and a higher remuneration too.

**Transfers:** Basically every company do this type of transfer with their employees. On the other hand, it might be a punishment of an employee due to their worst activities.

**Former Employees:** Sometimes the employer has been recruiting the existing employee due to their long run experience. Because, they are that persons who know about the organization very well and will do better for the organization in time of need. That's why former employee is more important for organization.

#### **External sources**

It is the procedure through which the candidates are being selected from external place of the organization to fill vacant positions. The external sources of recruitment are given below:

Advertisement: The organizations broadcast their advertisement through electronic print media and others social side. Through this, a company can spread out the news of the employment or offering a job for the upcoming candidates.



**E-Recruitment:** it is the process where we can select or recruit the employees through online. In these days, most of the organization has been linked to job sites as BDJOBS or other sources.

**Employment Agencies:** Employment agencies are the source of collection of picking up the right employees for any organization. Basically it is an outsourcing process for reduction of employer works and ease to find out efficient workforce.

**Campus Recruitment:** It's a new trend that has done by colleges and universities to recruit the very fresh graduated work person. By this an organization can create an employee from the very beginning to the expert one.

Walk-ins, Write-ins and Talk-ins: Now a days, approximately all of the organization can use these sorts of process for recruiting system.

#### 3.4 Selection

Selection is the process by whichorganizations cans choice of the most suitable applicant from the pool of applicants who are recruited to fill the relevant job vacancy. It is the systematic process where organization can select the best applicant. The selection process must be matched with the applicant's ability, knowledge and credibility and understanding power with job requirements must be well enough. The managers can take selection decision through strengths and weaknesses of the applicants.

**Preliminary Interview:** This is the basic part of recruiting process. At this stage, the employer can take screen test of employees and then eliminate based on their participation score.

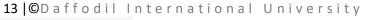
**Selection Tests:** In this stage, the employer has been selected the candidates as for taking relevant possession in terms of their workable efficiency, capabilities, innovativeness.



**Personality Tests:** Basically, personality test has been done by the employer to find out the actual characteristic and being capable of the specific works of an employee for the organization. By doing this type of activities, the organization can gain proper achievement.

**Aptitude Test:** Basically, aptitude test is a structured assessment by which we can measure a person's ability to perform specific task. An organization has been used this type of test to evaluate individuals' natural talents, and cognitive abilities. By doing this, employers can determine candidate's suitability for a particular job.

**Interest tests:** Interest test is the main thing of an employees by which an employer can select an employee. The candidates should be mentally prepared to do the job.





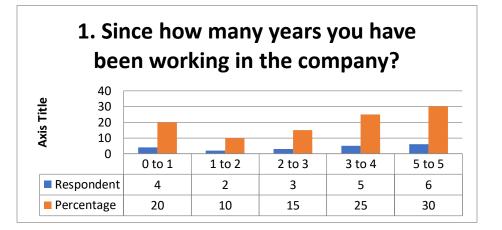
# **4.0 Findings and Analysis**

## 4.1 Findings from Data

A business is always alive because of the employees. This is the reason a employee survey is important so that it reflects the business activities. High level of employee satisfaction means increased employee loyalty. A business organization needs to have an idea about how their business is having impacts on the lives of the employees. This is why; we have done a survey with 20 employees of Paragon Group. In that survey, we prepared some questions for the employees by whom we will know about the employee's present status regarding employee recruiting and selection process. We also know about employee's satisfaction level of job, employee responding schedule, source of getting candidates, technological support regarding recruiting process etc.

	Respondent	Percentage
0 to 1	4	20
1 to 2	2	10
2 to 3	3	15
3 to 4	5	25
5 to 5	6	30
	20	100

1. Since how many years you have been working in the company?



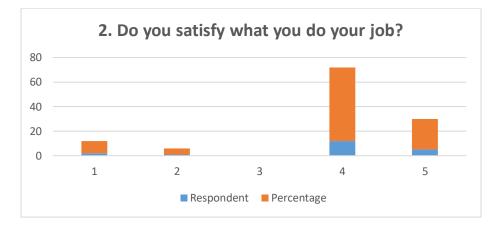
**Comment:** Here we can identify that, 30% employee have been working in this group for the long time. They are loyalty with their work station because they feel good to work this type of organization.

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	Respondent	Percentage
Strongly Disagree	2	10
Disagree	1	5
Neutral	0	0
Agree	12	60
Strongly Agree	5	25
	20	100

2. Do you satisfy what you do your job?

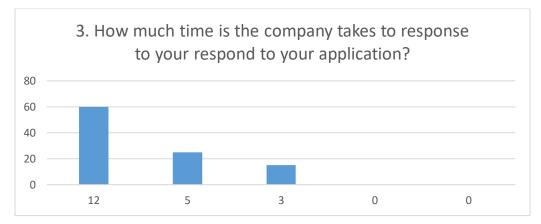


**Comment:** About 60% employee have been agree that they are fully satisfy with their job. And it's a positive sign for the group. By this positiveness, the company can get a healthy and wealthy situation to connect or reach to the final destition to get to the right goals. In fact, the employee turnover has been reduced if an employee can get the proper remuneration from the organization. By this, a company can their work station ans also balance their employee.



	Respondent	Percentage
Less than 5 Days	12	60
5 to 10 Days	5	25
10 to 15 Days	3	15
15 to 20 Days	0	0
More than 20 Days	0	0
	20	100

3. How much time is the company takes to response to your respond to your application?

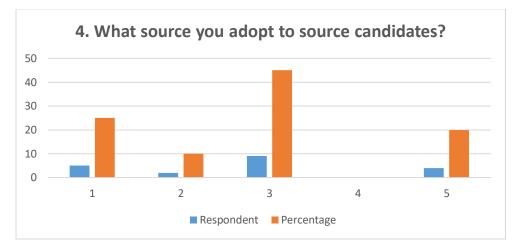


**Comment:** The respond rate is good enough who can come for the interview. That is 60% (Less than 5 Days). Within less than 5 days, the CV or Resume have been checked by the company and then call to applicants. Through this procedure an employee has been engage to this organization. On the other hand, it also has been increase the reputaion of that organization because they can shortlisted the employee list within very short time. It is only possible for the speedness and proper responsiveness of HR team. Otherwise, it can not be done as earlier.



	Respondent	Percentage
Employee Referral	5	25
Campus Recruitment	2	10
Advertising	9	45
Recruitment Agencies	0	0
Job Portals	4	20
	20	100





**Comment:** Most of the candidates (45%) use the Advertising source for entering this group as an employee. 25% candidates use employee referral and that is the internal sources of collection of employees. On the other hand, only 10% employee uses campus recruitment system. The campus recruitment system now a days has been seen everywhere by which employee can engage with an organization.



	Respondent	Percentage
Strongly Disagree	1	5
Disagree	2	10
Neutral	3	15
Agree	9	45
Strongly Agree	5	25
	20	100

5. Is Recruitment and Selection is done systematically in your company on regular basis?

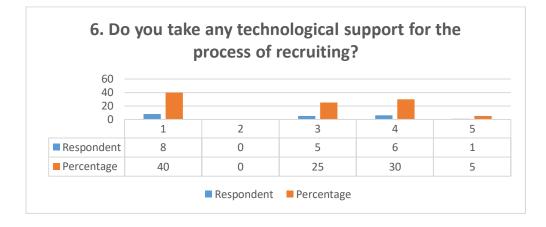


**Comment:** The recruitment and selection process is fair enough as 45% employees have been agreed. They said that, the Paragon Group has properly maintain their recruitment and Selection Process Criteria. Secondly, 25% employee have been strongly agreed to recruitment and selection process that has been done systemetically on regular basis. Actually the company has been continue or running the HR issues or process very smoothly. We can understand by reviewing this chart.



	Respondent	Percentage
Telephone	8	40
Video Conferencing	0	0
Online Support	5	25
Computer	6	30
Others	1	5
	20	100

6. Do you take any technological support for the process of recruiting?

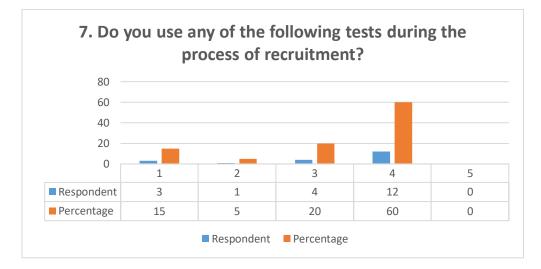


**Comment:** For recruiting Process, Paragon Group has mostly used Telephone (40%) as Technological Support. They contact to candidates over phone for interview. In Bangladesh, it is a very common source of recruiting process of using telephone. 25% employee uses online support as a technological support for engaging the organization.



	Respondent	Percentage
Written	3	15
Aptitude	1	5
Group Discussion	4	20
Personal Interview	12	60
Others	0	0
	20	100

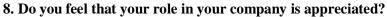
7. Do you use any of the following tests during the process of recruitment?

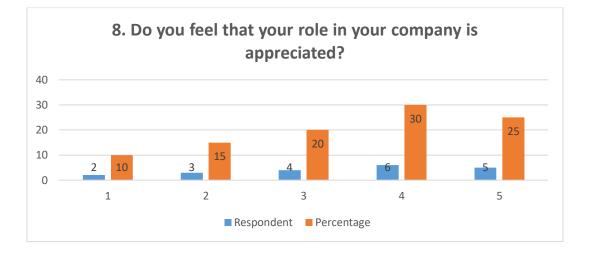


**Comment:**60% of the employee said that they they enter in this company through Personal Interview. They were engaging to the organization through the personal interviewing process.20% had been faces the group dicussion.



	Respondent	Percentage
Strongly Disagree	2	10
Disagree	3	15
Neutral	4	20
Agree	6	30
Strongly Agree	5	25
	20	100





**Comment:**30% employee of Paragon Group has been appreciated with the company role as given by the top level management. 25% employee has been strongly agree that, they are having dedicatedly done their role or performing properly to accomplish the organizaton work.





## 4.2 Findings

- 1) The strong HR team of Paragon Group can create an authentic frame of workforce which is flexible with the company's policies and procedure.
- 2) The Managing Director is all in one for the group. After getting his approval, all the decision has been taken.
- 3) The relationship between employees are friendly but not all the time. It might be a slightly change in the behavior of employees as interpersonal conflict.
- 4) The HR manager must consult with line manager before recruiting the employee.
- 5) The group is always trying to follow all the employment rules and regulation with a view to configure the employee's ability to work in the proper atmosphere as well as they give the proper concentrate to health and safety issue.
- 6) They always try to create chaos free atmosphere in the work place.



# **5.0 Recommendation and Conclusions**

## 5.1. Recommendations

I have found some recommendations after completion of the internship program. I think, this will very helpful for the organizations upcoming decision. The recommendation are as following:

- ✓ Paragon group concentrate on the employees demand according to the policy and regulation of the organization. From this the organization can find out the employees' integrity, willingness, capability, respect and loyalty for the organization.
- $\checkmark$  As a private company, the organization should be increasing the range of salary.
- ✓ Paragon Group is trying to create strong marketing policies that encourage the consumer to become a loyal consumer. For that, the organization use promotional tools as advertising, sales promotion, public relation etc.
- ✓ For getting more productivity from the employees, the group should do some motivational program that is related to the working procedure. This will create an employees ethically strong.
- ✓ They should progress compensation policy and beside that they also provide other facilities like transport, food facilities, canteen facilities etc.
- ✓ The group should create the motivating work atmosphere through which the employer can get back satisfaction from the employee's duties.



#### **5.2** Conclusion

Paragon group is one of the top-level business in the agricultural sector in Bangladesh. The organization has been developed their position as well as business activities too. From Udayan Press to Paragon Group, it has been enormous changes with this organization and its only possible for the company's strong strategies. Through this they achieve as a well reputation from the respective people. On the other hand, they also provide the best quality product as per thinking of the valuable consumer.

The teamwork is must to get success of any organization. It is only possible by a strong and effective team of employees. For this the organization can maintain recruiting and selection process. They also support employees' skills, changing behavioral patterns, help to create loyalty to organization, learn about corporate as well as social responsibilities etc. By doing these, the organization can create a strong management and team too.

In the end, I must say that, I am very much delighted doing the internship program. With the help of this program, I have learnt about the HR concept as recruitment and selection process. This knowledge will help me so far to build my career.



## References

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## Thank you for cooperation.

